

## REMARKS

### **I. INTRODUCTION**

Claims 1-28 are pending in the present application. In light of the following remarks, Applicants respectfully submit that all presently pending claims are in condition for allowance.

### **II. THE 35 U.S.C. § 103(a) REJECTIONS SHOULD BE WITHDRAWN**

Claims 1-3, 8-10, 15-17, and 22-24 stand rejected under 35 U.S.C. § 103(a) as unpatentable over Corvin et al. (U.S. Published App. No. 2001/0054181) in view of Wachtfogel et al. (U.S. Published App. No. 2007/0067800) and further in view of Wang et al. (U.S. Published App. No. 2002/0191950).

Claim 1 recites, “[a]n apparatus in a video display system that is capable of displaying video programs with advertisements on a plurality of channels, wherein said apparatus is capable of preventing a viewer of a video program with advertisements from switching from a first channel to a second channel when an advertisement is displayed on said first channel in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program, wherein *the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed.*”

The Examiner correctly acknowledges that Corvin fails to disclose or suggest *the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed.* (See 1/22/20 Office Action, p. 3). Although the Examiner does not explicitly admit that Wachtfogel fails to disclose this limitation, the Examiner impliedly admits the deficiency of Wachtfogel when the Examiner attempts to cure this deficiency by referring to Wang. (See *Id.*, pp. 3-4). To support this contention, the Examiner refers to Wang’s disclosure that when the manual and automated skipping features are disabled, “if a user presses a

manual fast forward button, the video recording and playback device 16 does not execute the manual fast forward function and may provide a short indication that this function is temporarily disabled during the playback of a commercial.” (See Wang, ¶ [0029]).

Claim 1 explicitly recites that “the viewer is prevented from the switching *after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed.*” That is, a notification indicating that the advertisement on the first channel must be viewed is first displayed. Then after the expiration of a selected period of time, the viewer is prevented from switching channels. In contrast, Wang discloses that the user is notified of the disablement when the user tries to fast forward. Wang fails to disclose or suggest that the user is first notified that an advertisement must be viewed, then “the viewer is prevented from the switching *after expiration of a selected period of time after*” the notification is displayed, as recited in claim 1.

Applicants, therefore, respectfully submit that Corvin, Wachtfogel, and Wang, taken alone or in any combination, fail to disclose or suggest “the viewer is prevented from the switching *after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed,*” as recited in claim 1. It is respectfully submitted that the rejection of claim 1 and its dependent claims 2 and 3 should be withdrawn.

Independent claims 8, 15, and 22 all contain limitations substantially similar to those of claim 1. Therefore, Applicants respectfully submit that the rejection of these claims should also be withdrawn for at least the foregoing reasons presented with regard to claim 1. Because claims 9 and 10 depend on and, therefore, contain all of the limitations of claim 8, it is respectfully submitted that the rejection of these claims should also be withdrawn. Because claims 16 and 17 depend on and, therefore, contain all of the limitations of claim 15, it is respectfully submitted that the rejection of these claims should also be withdrawn. Because claims 23 and 24 depend on and, therefore, contain

all of the limitations of claim 22, it is respectfully submitted that the rejection of these claims should also be withdrawn.

Claims 4-6, 11-13, 18-20, and 25-27 stand rejected under 35 U.S.C. § 103(a) as unpatentable over Corvin, Wachtfogel, and Wang further in view of De Ceulaer (U.S. Patent No. 6,993, 727). Claims 7, 14, 21, and 28 stand rejected under 35 U.S.C. § 103(a) as unpatentable over Corvin, Wachtfogel, Wang and De Ceulaer further in view of Koepele (U.S. Patent No. 5,943,605).

Applicants respectfully submit that neither De Ceulaer nor Koepele cure the above-mentioned deficiencies of Wang and that Corvin, Wachtfogel, Wang, De Ceulaer, and Koepele, taken alone or in any combination, fail to disclose or suggest “the viewer is prevented from the switching *after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed,*” as recited in claim 1 and, similarly, claims 8, 15, and 22. Because claims 4-6 and 7 depend on and, therefore, contain all of the limitations of claim 1, it is respectfully submitted that the rejection of these claims should also be withdrawn. Because claims 11-13 and 14 depend on and, therefore, contain all of the limitations of claim 8, it is respectfully submitted that the rejection of these claims should also be withdrawn. Because claims 18-20 and 21 depend on and, therefore, contain all of the limitations of claim 15, it is respectfully submitted that the rejection of these claims should also be withdrawn. Because claims 25-27 and 28 depend on and, therefore, contain all of the limitations of claim 22, it is respectfully submitted that the rejection of these claims should also be withdrawn.

**CONCLUSION**

In view of the foregoing, it is respectfully submitted that all the claims pending in this patent application are in condition for allowance. Reconsideration and allowance of all the claims are respectfully solicited.

If, however, the Examiner believes that there are any unresolved issues requiring adverse final action in any of the claims now pending in the application, it is requested that the Examiner contact the applicant's attorney, so that a mutually convenient date and time for a telephonic interview may be scheduled for resolving such issues as expeditiously as possible.

In the event there are any errors with respect to the fees for this response or any other papers related to this response, the Director is hereby given permission to charge any shortages and credit any overcharges of any fees required for this submission to Deposit Account No. 14-1270.

Respectfully submitted,

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